

Defense Health Agency Communications Industry Day Event

April 24, 2017



“Medically Ready Force...Ready Medical Force”

Agenda



- **Opening Remarks - Purpose of Meeting/Ground Rules**
 - Contracting Officer
- **Introduction of Participants**
 - Company Representatives, Name, Company Represented
- **Overview of DHA and Review of Communications Support**
 - MHS Communications Director
- **Discussion Period**
 - Company Representatives Ask Questions
- **Final Thoughts/Wrap Up**

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Introductions

“Medically Ready Force...Ready Medical Force”

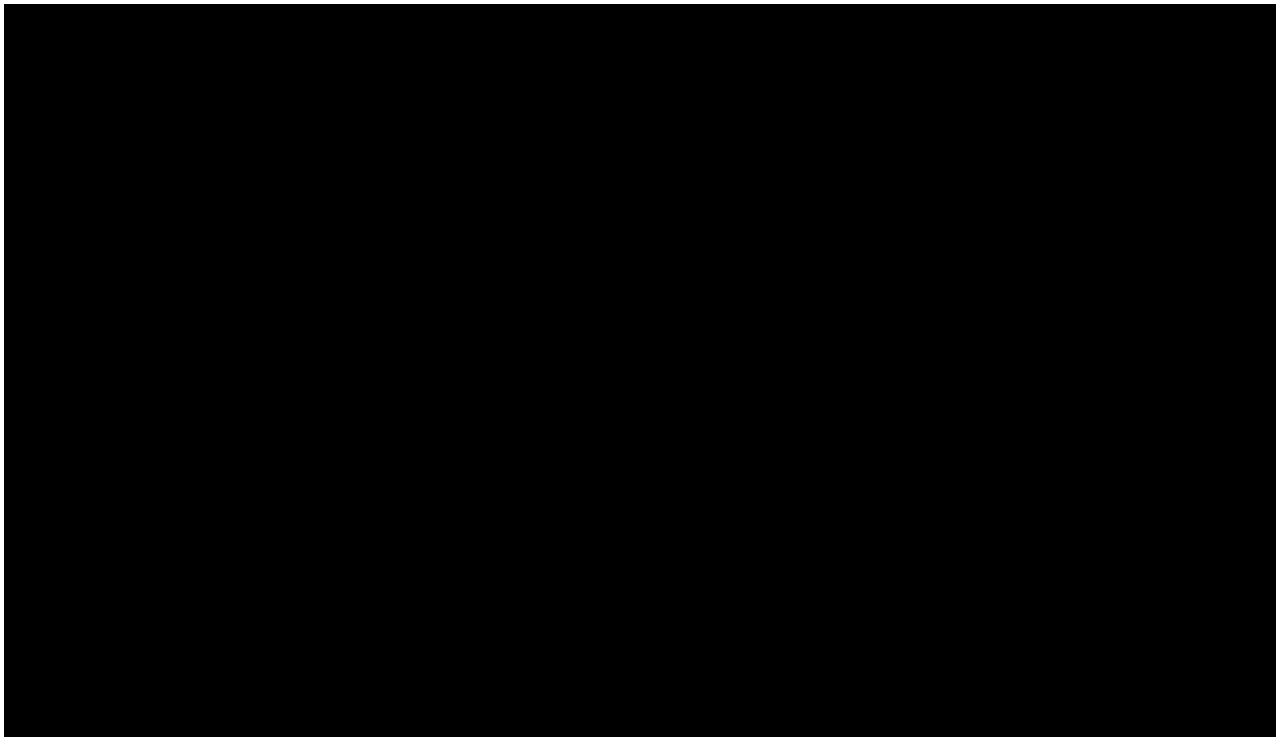
Introduce Yourself



- Your Name
- Company you are representing

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THIS IS THE MHS



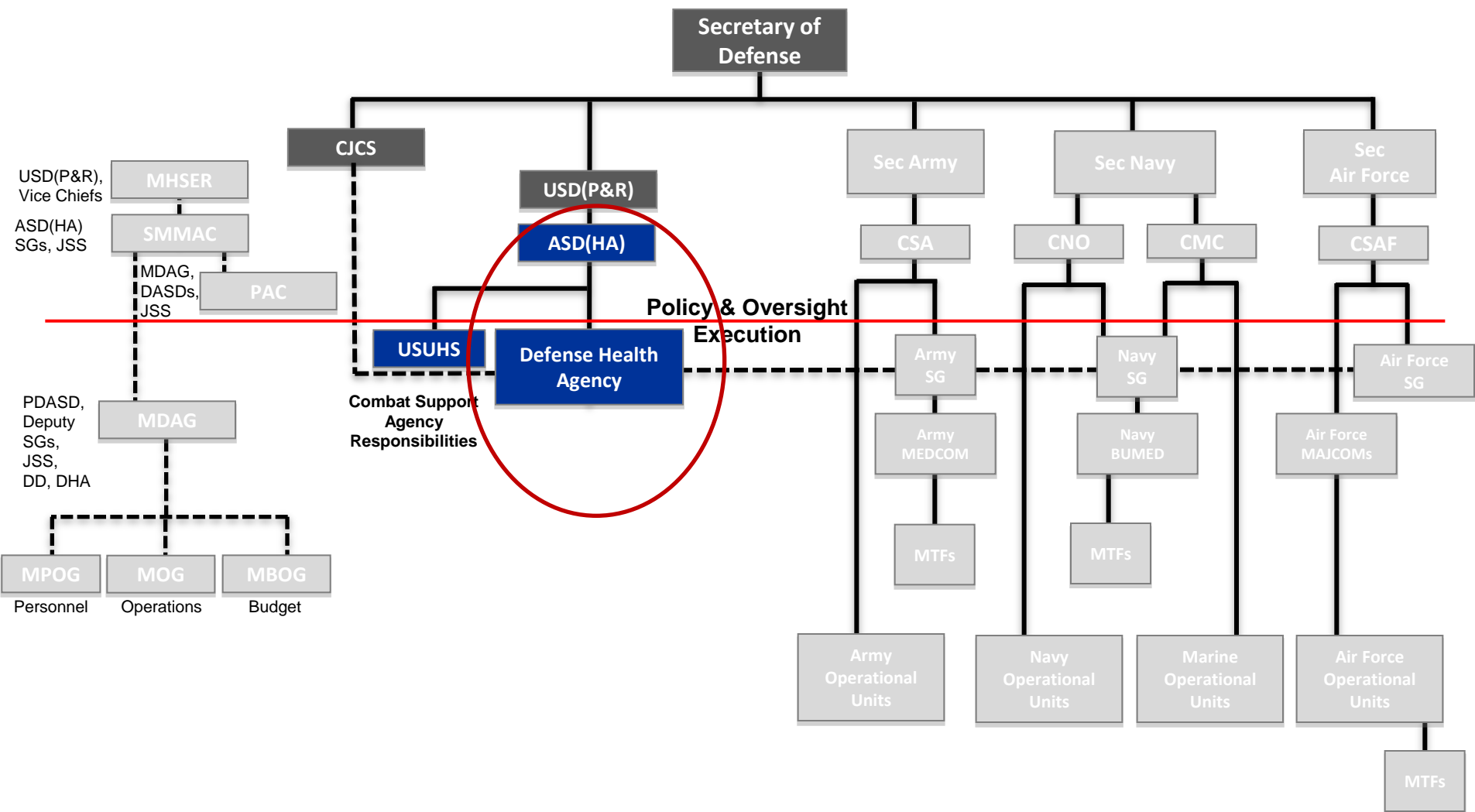
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Review of Communications Support to Health Affairs and DHA

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Military Health System



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DHA Leadership Team



Mr. Guy Kiyokawa
Deputy Director (currently
leading NDAA
implementation)



RADM Colin Chinn
Deputy Director
(acting)



Vice Admiral Raquel Bono
Director



CSM Robert Luciano
Sr. Enlisted Advisor



Ms. Mary Justis
Director for
J1/J8
Resources &
Management



MG Jeffrey Clark
Director for
J3 Operations



Mr. Barclay Butler
Director for
J4, CAE



Dr. Paul Cordts
Director for
Functional
Champion

TBD
Director for
Strat, Plans, &
Func Integ (J5)



Col Richard Terry
Acting Director
for
Health IT (J6)



Brig Gen James Dienst
Director for
Education &
Training (J7)



Mr. Terry Biggerstaff
Director for
Research &
Development
(J9) (acting)



Dr. Pat Leiws
Director for
TRICARE
Health Plan
(J10) (acting)



RDML David Lane
Director for
NCR Medical
(J11)

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DEFENSE HEALTH AGENCY STRATEGY MAP 2.0

07 June 2016

The Defense Health Agency (DHA) is a joint, integrated Combat Support Agency that enables the Army, Navy, and Air Force medical services to provide a medically ready force and ready medical force to Combatant Commands in both peacetime and wartime.



Operational Medicine
CONOPS

Joint Concept for Health Services

Health Benefit Delivery
CONOPS



READINESS

Ready Medical Force

Medically Ready Force

Strengthen Our Role as a Combat Support Agency

“DHA supports Readiness solutions
that meet joint mission needs.” (E1)

Fortify Our Relationship with the Services

“I trust the DHA to deliver the support
I need for mission success.” (E2)

Optimize Defense Health Agency Operations

“DHA improves value through
Operational Excellence.” (E3)

Deploy
Solutions for
21st Century
Battlespace
(W1)

Respond to
Immediate
Mission
Needs (W2)

Deliver and Sustain
Electronic Health
Record (W9)

Support
Service
Needs for
Data,
Reporting,
and Analytics
(W8)

Modernize
TRICARE (W12)

Optimize Portfolio of
DHA Initiatives
(W13)

Support Integrated Training
Requirements (W3)

Design and Prototype Health
Readiness Solutions
(W4)

Optimize Support for
MHS Integrated
Learning Health System
(W10)

Optimize
Existing ESAs
(W14)

Improve
health
outcomes
and
experience in
the NCR-MD
(W15)

Implement
DHA
Performance
Management
System
(W17)

Conduct Health-
Related Research
(W5)

Leverage Strategic
Partnerships
(W6)

Improve System of
DHA Accountability
(W11)

Build Robust
Improvement
Capability
(W16)

Maximize Value
from Suppliers
and Partners
(W18)

Optimize
Critical Internal
Management
Processes
(W19)

Gather and Prioritize Requirements
(W7)

Strengthen
Customer Focus
(M1)

Shape Workforce for
Success
(M2)

Enhance Strategic
Competencies and
Expertise
(M3)

Improve Knowledge
Management and Decision
Support
(M4)

Evolution of Communication Support Prior to the establishment of the DHA



- Original contract supported the ASD/ HA, the PDASD/HA and the Deputy Assistant Secretaries.
- OSD – Public Affairs
- Communications support included
 - Senior Leader Support - speech writing, presentations, senior leader talking points, messaging.
 - Response to media inquiries
 - Support to health.mil
 - Special events and conferences
 - Specialty programs
- Coordination link with the TRICARE Management Activity and the three military medical PA teams
- Contract not structured for flexibility

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Establishment of the DHA

Initial Operating Capability 1 October 2013



- New contract developed to support “Projected” communications expectations.
- Consolidation of ASD/HA, Beneficiary Education and customer service support to the TMA and the JTF Capital Medical Command.
- Communications Division now supported multiple senior leaders and their teams.
- Major Communications Issues included implementation of changes from the MHS Review, Global Health, Changes in the TRICARE Benefit, DHA.

Evolution October 2013 - Today



- Blended and integrated communications operations
- New organizations added to the DHA
 - Military Museum, DCoE, AFMES, Center of Excellence, AFHSB, Immunization, Warrior Care Policy (mixed communications support)
- Expanded media relations, community relations/ strategic outreach, social media and **senior leader engagement**.
- Special Communications Missions
 - Support to the Enhanced Multi Service Markets
 - Support to the Uniform Services University of the Health Sciences
 - High Reliability Organization mission
 - Expanded demands and requirements from DHA J-staff leaders

Communications Operations



- Management by Account
 - Role of the Account Manager
- Government vs. contract leads
- Consolidation of multiple contracts to streamline efficiency
 - Two Primary Contracting Functions:
 - Beneficiary Education and Marketing
 - Strategic Communications and Public Affairs
- Success equals effective integrated communications, marketing and customer service management, execution and evaluation

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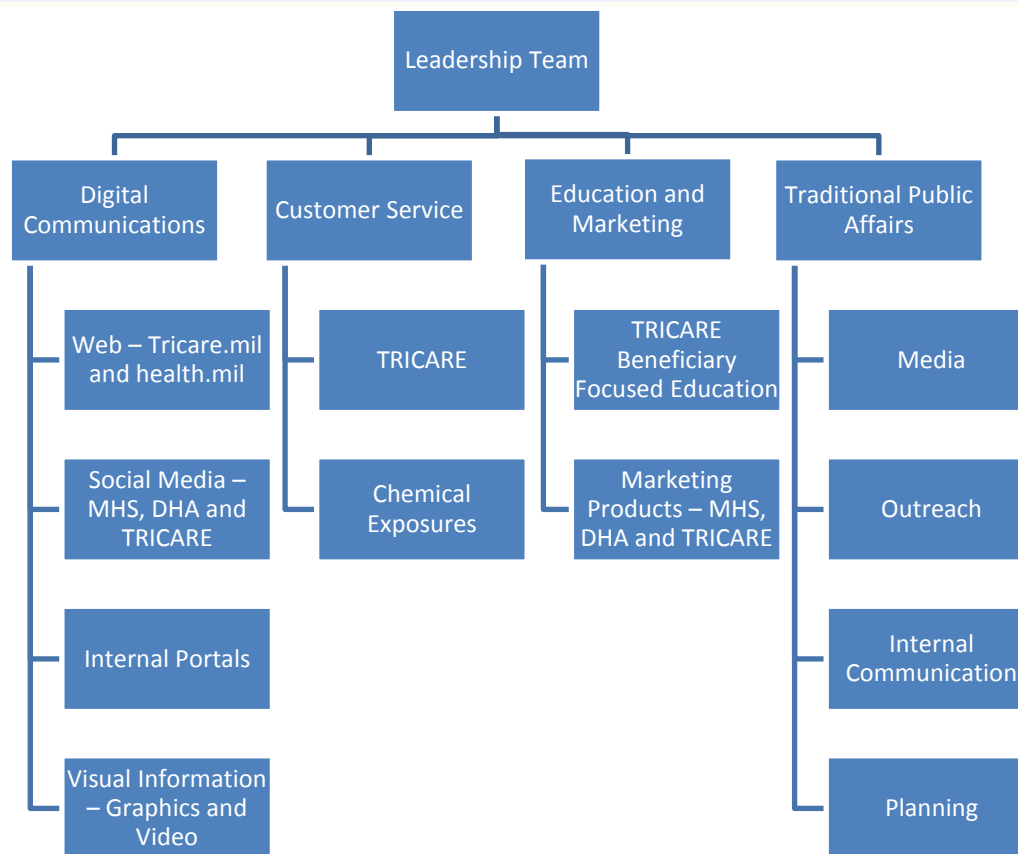
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Communications Organization



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Communications – Planned, Integrated and Coordinated



In coordination with DoD, Health Affairs, Services, TRICARE Regional Offices and contract partners, ensure consistent information supporting an integrated health system

- Comprehensive local and enterprise wide *Communications Planning*
- Traditional and Social *Media*
- Leadership *Briefing* support
- Targeted, timely and consistent corporate AND beneficiary *Web* pages and content
- Annual MHS, DHA, and TRICARE *Training events*
- Conference support
- Social marketing
- Robust outreach efforts
- Extensive campaign planning and execution
- *Correspondence* to beneficiaries, DoD leaders, and other stakeholder groups
- Outreach to special interest groups such as *Coalition & Alliance*
- Measured and focused communication efforts
- Media monitoring and analysis

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Communications Services



- **Media Relations and Social Media**

- MHS Early Bird and OSD News Report -evaluation, dissemination, response
- Senior Leader Talking Points
- Public Affairs Guidance
- Media response to Inquiry
- Media Pitching and placement
- Interface with the Defense Media Activity, Fort Meade, MD
- Media Training and media preparation for interviews for MHS leadership and staff (Compounds/ NYT)
- Analysis and corrective action
- Weekly Media Report
- Review of social media sites and trends
- Building relationships with key media stakeholders in the MHS world and analysis of reporters backgrounds.
- Proactive social media campaigns and events (Men's Health Twitter Chat, live event coverage, DHA Director Accounts)

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Communications Services



- **Communications Planning**
 - Deliberate planning process
 - Full service planning to apply social science to communications activities for large scale or high profile efforts
- **Strategic Outreach**
 - Events
 - Speaker's Bureau
 - Targeted with Purpose
- **Web Operations**
 - <http://www.health.mil> Corporate
 - <http://www.tricare.mil> TRICARE benefit specific
 - <http://info.health.mil> Internal
- **Health marketing and education, and communications support**
 - Various mediums from print to video
 - Targeted Campaigns

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Customer Service Support



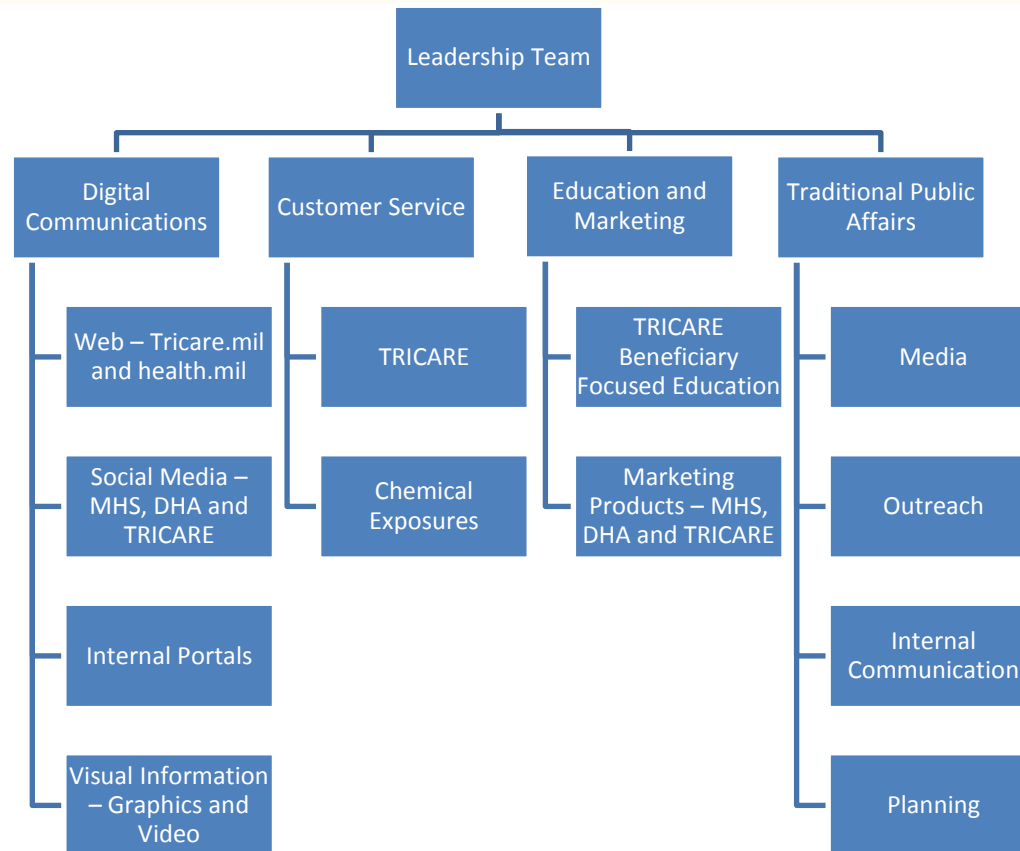
- Educate and inform the Military Health System customer service staff about TRICARE benefits and changes to the benefit.
- Manage and maintain the Assistance Reporting Tool: Web-based, multi-functional system, specifically designed to assist Beneficiary Counseling and Assistance Coordinators (BCACs), Debt Collection Assistance Officers (DCAOs) and customer service staff in providing and tracking support provided to TRICARE beneficiaries and Military Medical Support Office authorizations
- Partner with contractors by sharing benefit education and guidance for use in by contact center staff
- Manage high-visibility and routine beneficiary and provider inquiries

Customer Service Educational Support



- TRICARE University
- TRICARE Fundamentals Course (stateside and overseas) curriculum and materials for both classroom and online courses
- FAQ database for beneficiaries, BCAC/DCAOs, and contractor partners
- Bi-weekly guidance, information, and assistance to the TRICARE customer service community
- TRICARE Customer Service Community webpage
- BCAC training in partnership with managed care contractors
- Tailored briefings/presentations

Communications Organization



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Communications Future



- Current operations and government structure
- Additional support as a result of NDAA 2017
- Expanded support to the eMSM's
- Fusion Cell – Directors Initiative Group
- Consolidation of multiple Communications outliers and “fill in the gaps”
- Strategic communications thought leadership
- Forward thinking strategic planning in communications (reduce reactionary)
- Flexibility in structure to support a changing and growing organization

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2017 National Defense Authorization Act



A system of health
and readiness ...

*... co-designed by the
patient ...*

*... integrated around
the patient*

TRICARE and the T-2017 Contract Implementation

TRICARE.mil



DEPARTMENT OF DEFENSE

MHS



SM

GENESIS

MILITARY HEALTH SYSTEM

The Electronic Health Record

Modern. Secure. Connected.

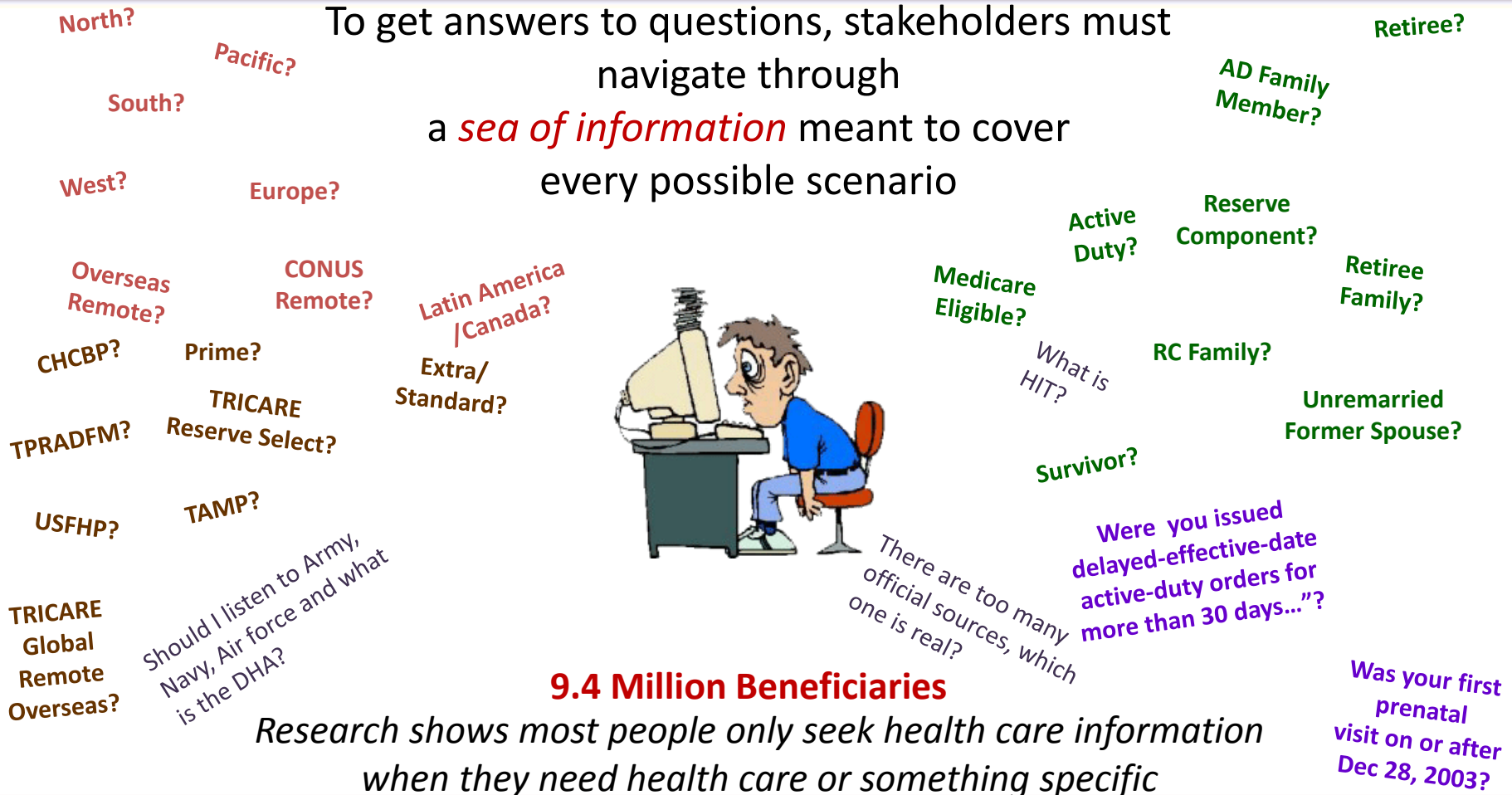
www.health.mil/MHSGENESIS



The Audience Dilemma



To get answers to questions, stakeholders must navigate through a *sea of information* meant to cover every possible scenario



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Key Highlights



- Need for Thought Leadership, Strategic Thinking, Corporate Best Business Practices.
- Innovation
- Management of the contract and business partners
- Knowledge of Healthcare Operations and the role communications plays to support healthcare.
- Knowledge and understanding of the Military Health System and the Defense Health Agency
- Expectation to know the organization, its issues and how to provide strategic communications counsel

The MHS Communications Team





Discussion Period

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Questions?

**No more than one per
person unless time allows**

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Final Thoughts/Wrap Up

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Thank you!

